

TORONTO TRANSIT COMMISSION REPORT NO.

MEETING DATE: November 23, 2011

SUBJECT: TORONTO-YORK SPADINA SUBWAY EXTENSION –
STATION NAMES – FOLLOW-UP REPORT

ACTION ITEM

RECOMMENDATIONS

It is recommended that the Commission:

1. Note that:
 - in response to a Commission directive from its meeting of September 30, 2010, TTC staff have undertaken a public consultation exercise regarding the naming of stations on the Toronto-York Spadina Subway extension;
 - this consultation was in the form of an on-line survey available for public participation from September 23, 2011 to October 21, 2011;
 - over this four-week period, over 3600 respondents provided input regarding their preferred station names, and the results are contained in this report;
 - the station names recommended in this report reflect the public input gained through this consultation exercise, and are consistent with longstanding TTC policy and practise for selecting station names which best describe the geographical locations of stations, to help customers navigate their way through the system;
2. Approve the station names DOWNSVIEW PARK, FINCH WEST, YORK UNIVERSITY, STEELES WEST, and HIGHWAY 407 for intermediate stations on the Toronto-York Spadina Subway extension, noting that these names were the ones most preferred by people who participated in the public consultation, in most cases by a wide margin;
3. Approve renaming the existing DOWNSVIEW station to SHEPPARD WEST, as described in this report, in order to provide more-effective and useful travel information to passengers, noting that this name change was supported by 71% of the people who participated in the public consultation;
4. Note that, for the subway extension's terminal station located in Vaughan's new city centre, the name VAUGHAN METROPOLITAN CENTRE has been formally endorsed

by Vaughan City Council in support of their initiative to brand, and build the profile of the area as a regional urban growth centre; was selected by a committee which reviewed entries from a separate station-naming contest held by Vaughan City Council; has been formally endorsed by the York Region Rapid Transit Development Corporation; and has recently again been endorsed by Vaughan Mayor Maurizio Bevilacqua;

5. Approve, for the subway extension's terminal station located in Vaughan's new city centre, the station name VAUGHAN CENTRE because:
 - it effectively describes the general station location as a major regional hub;
 - 80% of respondents to the TTC's public consultation preferred this name;
 - as stated by the TTC's Advisory Committee on Accessible Transportation, shorter and simpler names are more easily communicated to, and understood by people with visual, hearing, and cognitive impairments;
 - the travelling public will invariably use only the shorter two-word name when giving directions or making reference to this station;
 - the name VAUGHAN CENTRE is consistent with the names of other regional centres served by the subway, notably SCARBOROUGH CENTRE and NORTH YORK CENTRE;
 - in an effort to make sure that station names are selected primarily to help people navigate their way through the transit system, the TTC does not select names to promote or advertise nearby developments, or corporate or commercial enterprises; and
6. Forward this report to Councillors Augimeri, Pasternak, and Perruzza, City of Toronto Transportation Services, the City of Vaughan, the Regional Municipality of York, Metrolinx, and the Province of Ontario.

FUNDING

Funding for the Toronto-York Spadina Subway Extension (TYSSE) Project is included and set out on pages 1447 to 1449R of the TTC 2011-2015 Capital Program (Category - Expansion) which was approved by City Council on February 23, 2011.

BACKGROUND

The extension of the Spadina Subway is currently under construction and is planned to open in 2015. The extension will include six new subway stations. It is Commission policy that the Commission formally approve subway station names.

At its meeting on September 30, 2010, the Commission considered an initial staff report, *“Toronto-York Spadina Subway Extension – Station Names”* and, in dealing with that report, requested that staff consult with the public on station names and report back on the results.

This report responds to that request. The report also includes more-recently received correspondence from the City of Vaughan, and recommends names for the new subway stations.

DISCUSSION

TTC Policy and Convention for Naming Stations

The naming of TTC subway stations is governed by TTC Corporate Policy 2.8.2, *Identification of Routes, Stations and Stops*. Section 3.2 of that policy reads, in part:

Station Identification

Each rapid transit station will be identified by a name. Normally the station name will incorporate the name of the major cross-street at which it is located, so that the location of the station is clearly identified to customers as they travel through the system.

The policy stipulates that subway stations will be given names which make a direct reference to their geographic location. This principle ensures that the name of the station is a description of its location -- as an aid to passengers as they travel through the system -- and that the most-prominent words on the walls of the station are useful information for customers finding their way in the city. In support of this, the TTC does not use names intended to promote or advertise nearby developments, commercial enterprises, or attractions.

All of the TTC's present 69 rapid transit stations have a name related to the geographic location of the station. Of these, 58 are named for an intersecting or nearby street, six are named for a nearby major destination or landmark, and five are named for the district in which they are located. TTC staff have consistently applied the Commission-approved station-naming policy, because it is intended to provide the best-possible travel information to customers.

Recommended Station Names

The recommended names for the six new stations are DOWNSVIEW PARK, FINCH WEST, YORK UNIVERSITY, STEELES WEST, HIGHWAY 407, and VAUGHAN CENTRE. It is also recommended that the existing DOWNSVIEW station be renamed SHEPPARD WEST.

The station names are shown in Table 1, below, and on the following map. Further details and rationale about the recommended station names are provided in Appendix 1, attached.

Table 1 – Recommended Station Names, Spadina Subway Extension	
Sheppard West	<i>new</i> name for existing Downsview Station, located where the subway intersects Sheppard Avenue West
Downsview Park	name for new station located in Downsview Park
Finch West	name for new station located at Finch Avenue West & Keele St.
York University	name for new station located at centre of York University campus
Steeles West	name for new station located at Steeles Avenue West at north-west corner of York University Campus
Highway 407	name for new station located at Highway 407 & Jane Street
Vaughan Centre	name for new terminal station at regional development node in the City of Vaughan, at Highway 7 & Jane Street

Public consultation

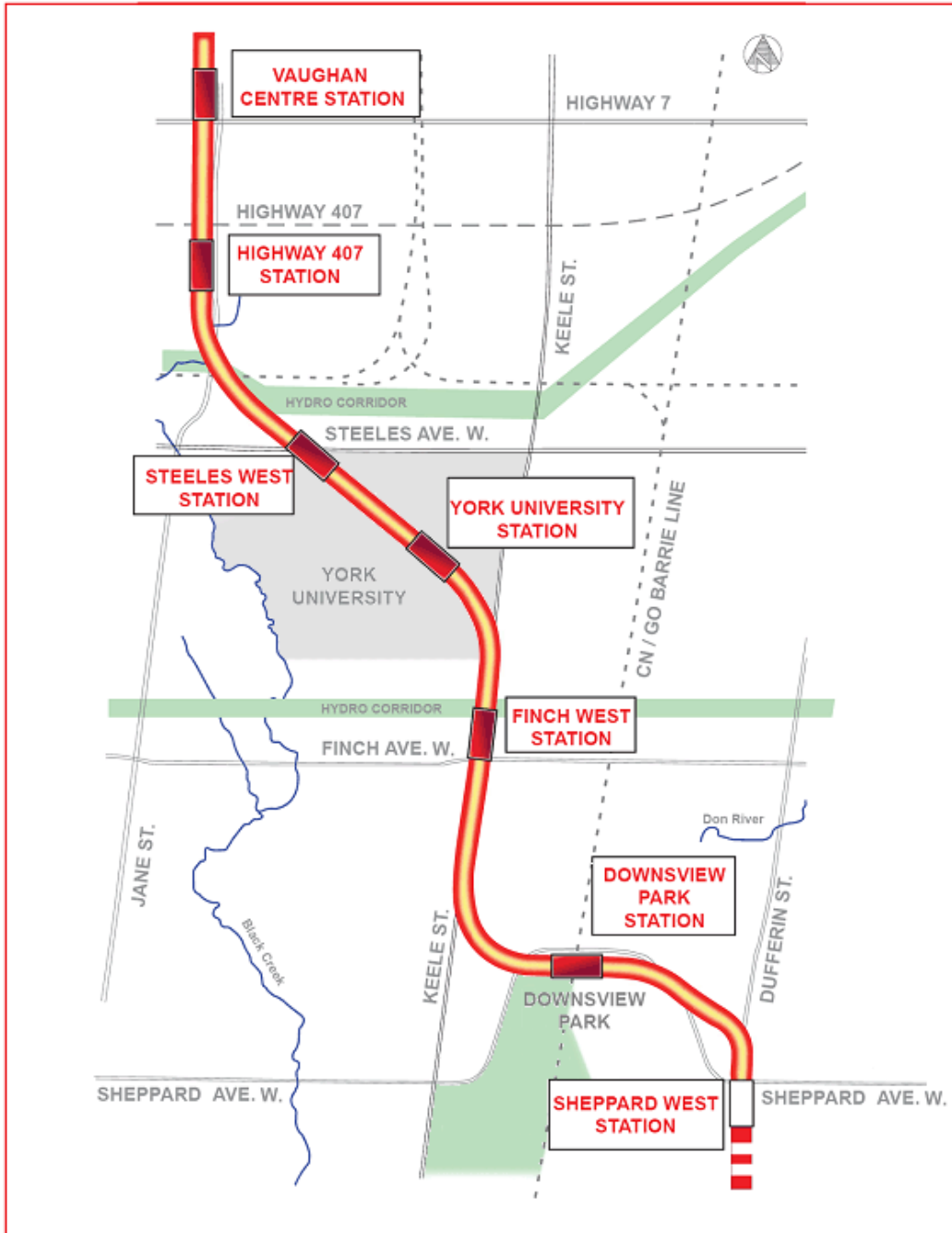
At its meeting of September 30, 2010, the Commission requested that staff carry out public consultation on station names for the subway extension. From September 23 to October 21, 2011, an on-line consultation was held on the TTC’s website, ttc.ca. The consultation presented a short description and map of the subway extension project and then, for each station, asked participants to choose their preferred station name from a list of three possible choices, or to write in their own suggestion, supported by an explanation. Participants could also submit their suggestions by mail or by fax. The consultation was featured prominently on the TTC’s website ttc.ca. An email about the consultation was sent to all people registered with Toronto-York Spadina Subway Extension project office. The consultation also received significant media coverage.

A total of 3,650 responses were received. The details of the public’s input are summarized in Appendix 2, attached. Overall, participants in the consultation preferred the names Sheppard West, Downsview Park, Finch West, York University, Steeles West, Highway 407, and Vaughan Centre, in most cases by a wide margin.

Consultation with Municipal Partners

The City of Vaughan Council, at its meeting of July 13, 2010 requested that the name of the terminal station be VAUGHAN METROPOLITAN CENTRE in support of their initiative to brand and build the profile of the area as a regional urban growth centre. The York Region Rapid Transit Corporation passed a resolution on September 16, 2010 (attached as Appendix 3), endorsing the City of Vaughan’s preferred station name. York Region Council did not take a position on the station names.

Toronto-York Spadina Subway Extension Station Locations and Recommended Names



09-13-2010

Subsequent to the September 2010 Commission meeting, TTC and City of Vaughan staff have met and further discussed the name of the terminal station in Vaughan. City of Vaughan staff provided a May 3, 2011 email (attached as Appendix 4) advocating the name Vaughan Metropolitan Centre, stating, in part, "...this station...is the cornerstone development to Vaughan's new downtown which has been identified in our Official Plan as the Vaughan Metropolitan Centre...The City of Vaughan undertook a naming Contest which [received] more than 1000 entries [all of] which were reviewed...and a committee [chose] Vaughan Metropolitan Centre...The name Vaughan Metropolitan Centre...is relevant, significant and informative to the rider and encompasses...the Gateway to the Greater Toronto Area."

The Mayor of the City of Vaughan, Maurizio Bevilacqua, also wrote to the TTC on October 21, 2011 (attached as Appendix 5) to further reinforce the City of Vaughan's preference that the station be named Vaughan Metropolitan Centre.

TTC staff have considered the various discussions and correspondence regarding the City of Vaughan's proposed station name, but continue to recommend that the formal station name be VAUGHAN CENTRE, because it effectively and simply describes the general station location as a major regional hub. The TTC's Advisory Committee on Accessible Transportation has consistently advised that shorter and simpler names are more easily communicated to, and understood by people with visual, hearing, and cognitive impairments. The travelling public will invariably use only the shorter two-word name when giving directions or making reference to this station. The name VAUGHAN CENTRE is consistent with the names of other regional centres served by the subway, notably SCARBOROUGH CENTRE and NORTH YORK CENTRE. In an effort to make sure that station names are selected primarily to help people navigate their way through the transit system, the TTC does not use names which are intended to promote or advertise nearby developments, commercial enterprises, or attractions. For the benefit of the travelling public, the TTC has been very consistent in its practice that subway station names be selected to inform travellers, in the simplest and most understandable way possible, of where they are geographically as they navigate through the subway system.

TTC staff also received correspondence from Metrolinx (attached as Appendix 6), stating that the names selected for these subway stations should be compatible with other rapid transit initiatives in the Greater Toronto Area. TTC staff believe that the recommended names do not conflict with any other transit initiatives.

SUMMARY

The recommended station names SHEPPARD WEST, DOWNSVIEW PARK, FINCH WEST, YORK UNIVERSITY, STEELES WEST, HIGHWAY 407, and VAUGHAN CENTRE will ensure that the names of the stations on the Toronto-York Spadina Subway extension provide useful information to customers as they travel, are consistent with the TTC's standard use

of geographic names for rapid transit stations, and were preferred by participants in the TTC's on-line consultation about station names.

November 4, 2011

11-31-57

Attachments: Appendix 1 – Details and Rationale for Recommended Station Names
Appendix 2 – Summary of Results of TTC Public Consultation on Station Names
Appendix 3 – September 16, 2010 Minutes of York Region Rapid Transit Corp
Appendix 4 – May 3, 2011 Email: Tim Simmonds, City of Vaughan
Appendix 5 – October 21, 2011 Letter: Maurizio Bevilacqua, Mayor of Vaughan
Appendix 6 – September 8, 2010 Letter: Daniel Haufschild, Metrolinx

APPENDIX 1 – DETAILS & RATIONALE RECOMMENDED STATION NAMES

Existing Downsview Station, at Sheppard Avenue West and Dufferin Street

Recommended name:

SHEPPARD WEST

Sheppard Avenue West is the main east-west intersecting street at this station site on a north-south subway line. As such, use of “Sheppard” in the station name is consistent with the majority of existing TTC stations, and with the Commission-approved policy on station names. Use of “West” in the station name helps avoid confusion with the existing Sheppard-Yonge Station, and is consistent with other station names on the Spadina Subway, which have “West” as part of the station name. The “Sheppard West” name provides useful geographic information for customers.

The present Downsview Station name is a problematic station name that fails to adequately identify the station for customers. Most significantly, the name does not tell customers that the station is located at Sheppard Avenue on a north-south subway; thus there is no specific geographic reference that would help customers locate themselves in our system. In addition, the station is not close to the historic community of Downsview, nor is it near to residential areas in the present Downsview-Roding-CFB neighbourhood. There is very poor walking access from Downsview Station to Downsview Park but, because of the station name, customers think that the park is easily accessible from the station. The next station to the north on the subway extension will better serve Downsview Park, than the station that is presently called “Downsview”, which would add to confusion.

Renaming an existing station name is not a decision taken lightly. In the short-term, there is the potential for confusion for customers, although in the long term, the recommended new name better describes the station location to customers, and should reduce confusion. The costs normally associated with renaming a station (signage, maps, other customer information, and internal documentation) can be greatly reduced by making the station name change at the same time, or shortly before, the opening of the subway extension and the introduction of six other new station names.

Other options considered:

“Dufferin North” – Dufferin Street is a north-south street, and so, logically, it does not describe the location of this north-south subway line as well as the name of an intersecting east-west street.

“Allen” or “Sheppard-Allen” – Allen Road is a north-south street, and so, logically, it does not describe the location of this north-south subway line as well as the name of an intersecting east-west street.

APPENDIX 1 – DETAILS & RATIONALE RECOMMENDED STATION NAMES

New Station in Downsview Park, south of Sheppard Avenue, connecting with the Barrie GO Line

Recommended name:

DOWNSVIEW PARK

This station is located within Downsview Park, and will be the station that best serves customers travelling to the park, and to the developments planned for the area. The station is not located directly on any main road, but will be served by future unnamed local roads that will be established as part of planned developments. The TTC subway station will include an excellent connection to a future GO Transit station on the Barrie line, and Metrolinx should be encouraged to use the same “Downsview Park” name for the GO station, so that the connection at both stations is easily recognised by customers. The “Downsview Park” name provides useful geographic information for customers.

Other options considered:

“Sheppard West” – The station is located some distance south of Sheppard Avenue. The more prominent intersection of the Spadina Subway with Sheppard Avenue occurs one station to the east, at Sheppard Avenue and Allen Road, and that location is better suited to a “Sheppard West” name.

“GO/Sheppard” – Including “GO” in a station name is not done at any of the other TTC stations with nearby GO connections. A hyphenated name is more subject to mis-spelling or mis-pronouncing.

“Chesswood” or *“Bakersfield”* or *“Carl Hall”* – These nearby street names are not well known, nor easily recognisable to customers throughout the Toronto area.

APPENDIX 1 – DETAILS & RATIONALE RECOMMENDED STATION NAMES

New Station on Finch Avenue West, at Keele Street

Recommended name:

FINCH WEST

Finch Avenue West is the main east-west intersecting street at this station site on a north-south subway line. As such, use of “Finch” in the station name is consistent with the majority of existing TTC stations and with the Commission-approved policy on station names. The use of “West” in the station name is required to avoid confusion with the existing Finch Station, and is consistent with other station names on the Spadina Subway, which have “West” as part of the station name. The “Finch West” name provides useful geographic information for customers.

Other options considered:

“Finch” – This name is already in use for the station at Finch Avenue and Yonge Street on the Yonge Subway. Use of this name would be inconsistent with other stations on the Spadina Subway that are named after major east-west roads and which have “West” as a part of their name.

“Keele” – This name is already in use for the station at Keele Street and Bloor Street on the Bloor-Danforth Subway. Keele Street is a north-south street, and so, logically, it does not describe the location of this north-south subway line as well as the name of an intersecting east-west street.

“Keele North” – Keele Street is a north-south street, and so, logically, it does not describe the location of this north-south subway line as well as the name of an intersecting east-west street.

“Finch-Keele” or *“Keele-Finch”* – A hyphenated name is subject to mis-spelling or mis-pronouncing. Keele Street is a north-south street, and so, logically, it does not describe the location of this north-south subway line as well as the name of an intersecting east-west street.

“Four Winds” or *“Sentinel”* – These nearby street names are not as well known, or recognisable to customers throughout the Toronto area as Finch Street.

APPENDIX 1 – DETAILS & RATIONALE RECOMMENDED STATION NAMES

New Station on York University Campus, near Ian Macdonald Boulevard

Recommended name:

YORK UNIVERSITY

The station would be located on the grounds of York University. The “York University” name provides useful geographic information for customers.

Other options considered:

“Ian Macdonald” – This name is not as prominent as York University. Ian Macdonald Boulevard is not a well-known street name throughout the Toronto region.

“University” – This name would partially describe the station location, but could cause confusion for customers with the other two universities in the city, both of which are located close to other subway stations.

“York” – This could cause confusion for customers with either York Region, or the former City of York; or with other uses of York in street and community names.

APPENDIX 1 – DETAILS & RATIONALE RECOMMENDED STATION NAMES

New Station on Steeles Avenue West, at North West Gate

Recommended name:

STEELES WEST

Steeles Avenue West is the main east-west intersecting street at this station site on a north-south subway line. As such, use of “Steeles” in the station name is consistent with the majority of existing TTC stations, and with the Commission-approved policy on station names. Use of “West” is consistent with other station names on the Spadina Subway, which have “West” as part of the station name. The “Steeles West” name provides useful geographic information for customers.

Other options considered:

“Steeles” – This would be inconsistent with other stations on the Spadina Subway that are named after major east-west roads, and which have “West” as a part of their name. A possible future extension of the Yonge Subway to Steeles Avenue would require that the station there be named something other than “Steeles”, which is the most logical and consistent name for a station at Steeles Avenue and Yonge Street.

“York University” – This will not be the closest station to the majority of the university. Naming this station “York University” would conflict with the same name proposed for the next station to the south.

“Jane North” – This station is not within a convenient walking distance of Jane Street. Jane Street is a north-south street, and so, logically, it does not describe the location of this north-south subway line as well as the name of an intersecting east-west street.

APPENDIX 1 – DETAILS & RATIONALE RECOMMENDED STATION NAMES

New Station on Jane Street, at Highway 407

Recommended name:

HIGHWAY 407

Highway 407 is the main east-west intersecting feature at this station site on a north-south subway line. As such, use of “Highway 407” in the station name is consistent with the majority of existing TTC stations, and with the Commission-approved policy on station names. The “Highway 407” name provides useful geographic information for customers.

Other options considered:

“Highway 407 Transitway” – Long-term regional transit plans call for a bus rapid transitway to be built along the Highway 407 corridor. Adding “Transitway” to the station name in advance of construction of the Transitway is not appropriate, nor necessary.

“Highway 407 West” – While the possible future extension of the Yonge Subway would have two stations near Highway 407, there are better potential names for those stations than “Highway 407” and so a “Highway 407 West” name for the station on the Spadina Subway does not provide any more clarity to customers than the recommended name.

“Jane North” – Jane Street is a north-south street, and so, logically, it does not describe the location of this north-south subway line as well as the name of an intersecting east-west street.

“Beechwood” – Is the name of the nearby cemetery. This name is not well known, nor easily recognisable to customers throughout the Toronto area.

“Black Creek” – Is the nearest significant natural feature to the station. Black Creek extends a considerable distance throughout western Toronto, and so, using the name for this station may cause confusion for customers who know of Black Creek in other locations. This station will not be the closest station to Black Creek Pioneer Village, and this could cause confusion for customers.

“Exchange” or “Peelar” or “Adesso” – These nearby street names are not well known, nor easily recognisable to customers throughout the Toronto area.

“Snider” – A nearby point on the CN railway is called Snider. This name is not well known, nor easily recognisable to customers throughout the Toronto area.

APPENDIX 1 – DETAILS & RATIONALE RECOMMENDED STATION NAMES

New Station in the City of Vaughan, on Jane Street, at Highway 7

Recommended name:

VAUGHAN CENTRE

This station will be the terminus of the subway, and is located at a major development node in the City of Vaughan. The name is consistent with station names used at other significant regional centres on the TTC system, such as North York Centre, and Scarborough Centre. The “Vaughan Centre” name provides useful geographic information for customers.

Other options considered:

“Vaughan Metropolitan Centre” or “Vaughan Corporate Centre”– Vaughan Metropolitan Centre is the name being used by the City of Vaughan to brand the urban growth centre area and to raise the profile of the location. Vaughan Corporate Centre is a site-specific name of a nearby development. Use of the more generic “Vaughan Centre” name is consistent with other station names for regional centres used elsewhere in the TTC subway system, and avoids linking the station name to specific branding or development names that may change over time. These names are also very long, and would be more difficult to clearly convey to customers on signs, public information and in announcements.

“Highway 7” – Highway 7 is the major east-west connecting street on the subway at this location. Given the planned major regional development at the site, it is more appropriate to name the station as a regional centre, rather than a connecting street. It is also understood that the “Highway 7” street name may change in the future, as the name predates the downloading of the roadway from the province to the local government.

“Highway 7 West” – While the possible future extension of the Yonge Subway would have a station near Highway 7, there are better potential names for that station than “Highway 7”, and so, a “Highway 7 West” name for the station on the Spadina Subway does not provide any more clarity to customers than the recommended name.

“Jane North” – Jane Street is a north-south street, and so, logically, it does not describe the location of this north-south subway line as well as the name of an intersecting east-west street.

“Edgeley” – Is the name of a former community located nearby, and also of a nearby road. This name is not well known, nor easily recognisable to customers throughout the Toronto area.

“Creditstone” or “Applewood” – These nearby street names are not well known, nor easily recognisable to customers throughout the Toronto area.

APPENDIX 2:
SUMMARY OF RESULTS OF TTC PUBLIC CONSULTATION ON
STATION NAMES

Toronto-York Spadina Subway Extension - Subway Station Naming - Public Consultation		
1. To reduce potential confusion, TTC staff propose that Downsview Station (at Sheppard Avenue West/Allen Road) be renamed Sheppard West, and the new station in Downsview Park, south of Sheppard, be named Downsview Park Station. What is your preference?		
Total	%	
2148	71%	Sheppard West Station and Downsview Park Station
860	13%	Downsview Station and Sheppard West Station
417	10%	Downsview Station and Downsview Park Station
225	7%	I prefer another combination of station names
Which of the following names would you prefer for the other stations on the Toronto-York Spadina Subway Extension?		
2. New station located at Finch Avenue West and Keele Street.		
Total	%	
2148	59%	Finch West Station
860	24%	Finch-Keele Station
417	11%	Keele North Station
225	6%	Other name
3. New station located within York University (under the intersection of York Boulevard and Ian Macdonald Boulevard).		
Total	%	
3118	85%	York University Station
152	4%	University Station
170	5%	Ian Macdonald Station
210	6%	Other name
4. New station located at Steeles Avenue West and North West Gate, near the northwest corner of the York University.		
Total	%	
2235	61%	Steeles West Station
672	18%	Steeles Station
517	14%	York University North Station
226	6%	Other name
5. New station located at Highway 407 and Jane Street.		
Total	%	
1314	36%	Highway 407 Station
626	17%	Highway 407 West Station
1252	34%	Jane North Station
458	13%	Other name
6. New station located in Vaughan's new city centre, at Highway 7 and Millway Avenue (one block west of Jane Street).		
Total	%	
2931	80%	Vaughan Centre Station
165	5%	Vaughan Corporate Centre Station
312	9%	Vaughan Metropolitan Centre Station
242	7%	Other name
3650		Total responses
Consultation conducted on ttc.ca from September 23 to October 21, 2011		

APPENDIX 3:
MINUTES OF YORK REGION RAPID TRANSIT CORPORATION
SEPTEMBER, 16, 2010

York Region Rapid Transit Corporation
Board of Directors Meeting
September 16, 2010



Minutes of
Meeting of Board of Directors
On September 16, 2010

The Board of Directors of York Region Rapid Transit Corporation met at 12:05 p.m. in Committee Room A, Regional Administrative Centre, 17250 Yonge Street, Newmarket, Ontario.

Directors present at this Meeting:

Mr. B. Fisch – Chair
Mr. D. Barrow
Mr. F. Scarpitti

Staff: D. Albers, D. Clark, D. Duncan, P. May, S. Tuckey, M-F.
Turner, J. Vanderburgh

Regional Staff: D. Basso, L. Bigioni, P. Casey, J. Hulton, R. Leary, K.
Llewellyn-Thomas, B. Macgregor, C. Raynor, L. Russell,
K. South, E. Wilson

Declaration of Interest

Nil

10-29 Approval of Minutes

It was moved by Mr. Scarpitti that the Board confirm the Minutes of the June 10, 2010 meeting of the Board of Directors of York Region Rapid Transit Corporation in the form supplied to the members, which was Carried.

10-30 Communication from Jeffrey A. Abrams, City Clerk, City of Vaughan, dated July 19, 2010, regarding 'Subway Extension – Station Names'

It was moved by Mr. Scarpitti that the communication be received and the following resolution be adopted:

APPENDIX 3:
MINUTES OF YORK REGION RAPID TRANSIT CORPORATION
SEPTEMBER, 16, 2010

York Region Rapid Transit Corporation
Board of Directors Meeting
September 16, 2010

WHEREAS the designs for the station located within the Vaughan Metropolitan Centre on the Toronto York Spadina Subway Extension are 60% to 90% complete, and public open houses will be scheduled as designs approach completion;

AND WHEREAS the City of Vaughan has stated its position that the name of the said station should be: "Vaughan Metropolitan Centre Station";

NOW THEREFORE BE IT RESOLVED THAT the York Region Rapid Transit Corporation support the City of Vaughan's proposal that the Toronto York Spadina Subway Extension station to be located at the Vaughan Metropolitan Centre be named "Vaughan Metropolitan Centre Station";

AND FURTHER RESOLVED THAT this resolution be forwarded forthwith to the Toronto Transit Commission and to the Regional Clerk of the Regional Municipality of York.

which was Carried.

10-31 Preliminary Engineering (PE) for Rapid Transit Operations, Maintenance and Storage Facility

Mr. D. Clark, Chief Architect, presented an overview of the Preliminary Engineering for the Rapid Transit Operations, Maintenance and Storage Facility.

A report of the President dated September 7, 2010 was presented with the following recommendation:

1. The Board approve the award of the Preliminary Engineering (PE) Contract to IBI Group in the amount of \$634,000, exclusive of all taxes for architectural and engineering services for the design of a Rapid Transit Operations, Maintenance and Storage Facility, to be constructed in the Headford Business Park, Richmond Hill.

It was moved by Mr. Barrow that the presentation by Mr. D. Clark, Chief Architect, be received and the foregoing recommendation be adopted, which was **Carried**.

10-32 Federal FLOW Contribution Agreement Update – Viva Phase 2, Stage 1 Bus Rapid Transit Project

There was an update on this matter.

APPENDIX 4:

May 3, 2011 Email: Tim Simmonds, City of Vaughan

The TTC station at Highway 7 and Millway in Vaughan is unique from a number of aspects and simply adopting "Vaughan Centre" as a station name is missing an opportunity to be part of Vaughan's new downtown as the City transforms itself from a suburban landscape to an urban centre and a World-Class City

...

1. With all levels of the government involved – Federal, Provincial, Region of York, the City of Toronto, City of Vaughan, and York Region Transit and the TTC - we have all collaborated and worked to bring this subway extension to reality that will better move employees and residents to and from their places of employment and to and from their homes throughout the day. It is the first extension of the subway across municipal boundaries. Therefore, this station is much more than just a location on the Spadina line – it is the cornerstone development to Vaughan's new downtown which has been identified in our Official Plan as the Vaughan Metropolitan Centre.

2. Public Consultation

The City of Vaughan undertook a naming Contest which generated an overwhelming amount of public input and consultation. A naming committee was formed by Council and in the end, after receiving more than 1,000 entries of which each was reviewed on multiple occasions through the committee where the merits of each potential name were judged –Vaughan Metropolitan Centre was chosen.

3. Conforms to Official Plan

Building a great city means bringing together in a functional, attractive and sustainable manner the various components that create the everyday urban fabric. These components consist of the buildings in which we live and work and the public spaces in which we gather, move about and recreate. The Vaughan Metropolitan Centre section of the recently adopted Official Plan provides a framework for continuing to build Vaughan as a great City. It includes specific policies and development criteria to promote the creation of a wonderful public realm, an attractive and pedestrian-oriented built form and sustainable and green buildings. The official plan formally recognizes the downtown as the Vaughan Metropolitan Centre and therefore, adopting the name Vaughan Metropolitan Centre as the Station name will help identify to the rider in the future a location filled with choice, a location of diversity, a destination of business and residents, a cultural hub ALL of which will be confirmed when they exit the platform and walk outside to see an urban landscape instead of a commuter parking lot.

Lastly, the name Vaughan Metropolitan Centre has been officially recognized and adopted for use by York Region Transit. ...

APPENDIX 4:

MAY 3, 2010 EMAIL: TIM SIMMONDS, CITY OF VAUGHAN

The name Vaughan Metropolitan Centre was chosen because first and foremost in the process of developing this geographic area is the concept of placemaking – walk ability, transit friendly, public art, etc... The name Vaughan Metropolitan Centre is definitely not just a moniker for a single development, commercial enterprise or attraction and thus the opportunity for this project – that this station name is much more than just a brand or a marketing tool or as the previous TTC report states “ a useful piece of information to the rider” – but a name that is relevant, significant and informative to the rider and that encompasses what we believe and are working toward is being the Gateway to the Greater Toronto Area.

In closing, it is the desire of the Mayor and Members of Council, City Staff and the Residents in the City of Vaughan that the Commission will adopt the Vaughan Metropolitan Centre as the Station name.

APPENDIX 5:
OCTOBER 21, 2011 LETTER: MAURIZIO BEVILACQUA
MAYOR OF VAUGHAN



Hon. Maurizio Bevilacqua, P.C.
Mayor

October 21, 2011

Mr. Gary Webster, TTC Chief General Manager
Toronto Transit Commission
1900 Yonge Street
Toronto, Ontario
M4S 1Z2

Dear Mr. Webster,

Public Consultation is of paramount importance to all government organizations and agencies. In that regard, I want to thank you for this further opportunity to provide input in to the subway station naming process.

The City of Vaughan encouraged our citizens to name our new downtown and the future subway station that would be located there through a public naming contest in 2009. The contest generated more than 1,500 entries, of which the winning name, Vaughan Metropolitan Centre, was adopted by Council and subsequently officially recognized and adopted by York Region Transit.

As all levels of government; Federal, Provincial, Regional and Municipal were actively involved in bringing this subway extension to a reality. It is now even more imperative to focus on the future success of this transit initiative and generate the ridership which will form this project's legacy of success, and ridership begins when people identify 'place' which is particularly important with this greenfield location.

Place-Making means bringing together in a functional, attractive and sustainable manner the various components that create the everyday urban fabric. These components consist of the buildings in which we live and work and the public spaces in which we gather, move about and produce goods and services. The Vaughan Metropolitan Centre Secondary Plan, a component of the City's recently adopted Official Plan, provides this framework. It includes specific policies and development criteria for this greenfield site to promote the creation of a wonderful public realm, an attractive and pedestrian-oriented built form and sustainable and green buildings. Therefore, adopting the name Vaughan Metropolitan Centre as the station name will help identify to the rider a location filled with choice, a location of diversity, a destination of business and residents, a cultural hub all of which will be confirmed when they exit the platform and walk outside to see an urban landscape instead of a commuter parking lot.

APPENDIX 5:
OCTOBER 21, 2011 LETTER: MAURIZIO BEVILACQUA
MAYOR OF VAUGHAN

In closing, it is the desire of the City of Vaughan that the Commission adopt the Vaughan Metropolitan Centre as the Station name and that the tremendous cooperation to-date will continue.

Respectfully,


Hon. Maurizio Bevilacqua, P.C.
Mayor

- c. Members of Council
Clayton D. Harris, City Manager
Tim Simmonds, Director of Economic Development
Karen Stintz, TTC Chair
Mitch Stambler, Manager, Service Planning Department, TTC

APPENDIX 6:
SEPTEMBER 8, 2010 LETTER: DANIEL HAUFSCILD,
METROLINX

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Phone: (416) 874-5949
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September 8, 2010

Toronto Transit Commission
Andy Bertolo
Chief Project Manager
5160 Yonge Street, 11th Floor
Toronto, Ontario
M2N 6L9

Dear Mr. Bertolo:

Subject: Spadina Subway Station Nomenclature

This letter is a follow up to your email of September 8, 2010 regarding the naming of subway stations for the Spadina Subway Extension.

As noted in your email, after the voting at the September 30 Commission General Meeting, it will be difficult to change the station names. Therefore, it is imperative that the proposed station names be circulated to the interested agencies and funding partners for their review prior to the Commission General Meeting, with adequate time to provide effective comments.

In addition to ourselves, there are a range of stakeholders with an interest in the station nomenclature. These interests range from coordination with adjacent municipal/ crown corporation plans, interfaces with other transportation stations and consideration of Provincial/ Regional funding agency interests. As Metrolinx is developing a regional transit network that seeks to integrate transit choices in the GTHA it is important to us to ensure the proposed subway names meet the objectives of all parties involved.

One particular area of interest is associated with the coordination of naming conventions for interfaces with Metrolinx assets. These include our commuter rail station at Parc Downsview Park (PDP), the Finch LRT station, the bus terminal at Jane and Highway 407, and Viva BRT rapidways along Highway 7. The provision of clear, concise names that build on our respective brand identities and that optimize the comprehension of connections for transferring customers at station facilities are key objectives in choosing station nomenclature.

Assuming the current slate of interim names are made permanent by the Commission, we feel that numerous opportunities for the interfacing Metrolinx stations to bear harmonized nomenclature would be lost. For example, the bus terminal at Jane and Highway 407 would perform poorly at meeting the wayfinding needs of GO customers if it was identified as

“Highway 407 Terminal” given that there might be multiple GO terminals along 407. As such, were the Commission to adopt “Highway 407” as the permanent name for the subway station at that location, it could bring about a customer-unfriendly (and altogether avoidable) situation where a single integrated transit facility bears two different names, one for the TTC-managed portions and another for the GO-managed. A second example is the intermodal station in PDP, where we understand that PDP has expressed dissatisfaction with the name “Sheppard West.” We are hopeful that a single final name for both the commuter rail and subway facilities on that site could be found that would make navigating easy for our customers and have the support of all relevant stakeholders, while avoiding confusion with the existing Downsview subway station to the southeast.

Therefore, we respectfully request that the proposed station names and the TTC policy for naming stations be circulated to Metrolinx and other stakeholders at the earliest possible opportunity to enable an adequate timeframe to prepare our position with respect to station nomenclature. Alternatively, we request that the name recommendations be deferred to a subsequent Commission General Meeting, to provide us with an adequate opportunity to further investigate the opportunities for harmonized nomenclature.

In the interim, I have cancelled the September 24 meeting as it did not provide a viable timeframe or venue to consider this matter.

Sincerely,



Daniel Haufschild
Director, Policy and Planning

Cc: Andrew Posluns, MTO
Tanya Dubar, Minister's Office
David Anselmi, Downsview Park Inc.
Leslie Woo, Metrolinx